



rECovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

Rebuilding #ECStrong: Working Together on a Path to rECovery

Community Forum on Rebuilding and the Economy



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

STEVE BRIGHAM
PUBLIC ENGAGEMENT ASSOCIATES



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY



JON WEINSTEIN COUNTY COUNCILMAN

Purpose

- A focus on the long-term flood recovery process with an emphasis on Rebuilding and the Economy
- Review project idea generation process; opportunity to propose additional projects
- Discuss what's applicable from City of Frederick's case study

Unique Elements of Tonight's Process

- Facilitated table discussions (staff volunteers)
- Fast cycle feedback – themes & examples
- Electronic keypad polling



rECovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

Agenda

- Table Introductions & Polling
- Presentation: City of Frederick Flood Example and Economic Recovery / Q&A
 - Discussion: Compelling & applicable ideas for rebuilding/long-term economic recovery of Ellicott City?
- Overview of Business Community's Initiatives for OEC; PLUS, Project Ideas Compilation
 - Discussion: Effective ways for improving the long-term BUSINESS environment in Ellicott City
 - Brainstorm – your project ideas
- Themes & Examples from the Table Discussions
- Final Polling & Next Steps

Community Engagement Process Toward a Master Plan for a Resilient Town

Generate Ideas
from Community
Stakeholders

**Gather
Ideas** from
the Public

**Prioritize &
Implement**
Non-Master Plan
Projects*

**Develop
Master Plan**
for the Watershed
with Public Input

Completed
October 2016

Present –
Winter 2017

Ongoing

Spring –
Fall 2017

Inputs to Master Plan: Current Efforts



Tiber Hudson Corridor Assessment

Flood Case Study

Hydrology and Hydraulic Study

Community Engagement

**Master Plan
Process**

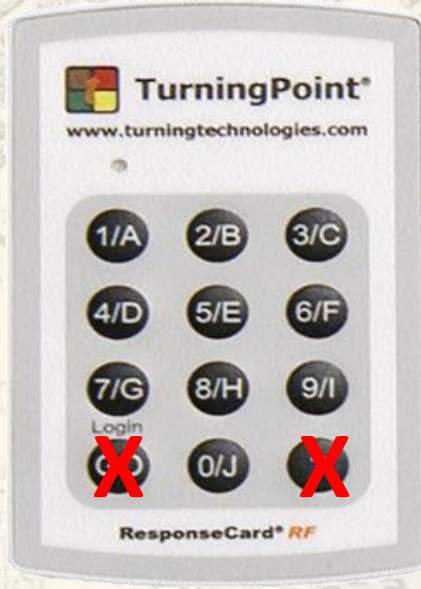
Spring – Fall
2017

Table Introductions

Share your answers to THREE Questions:

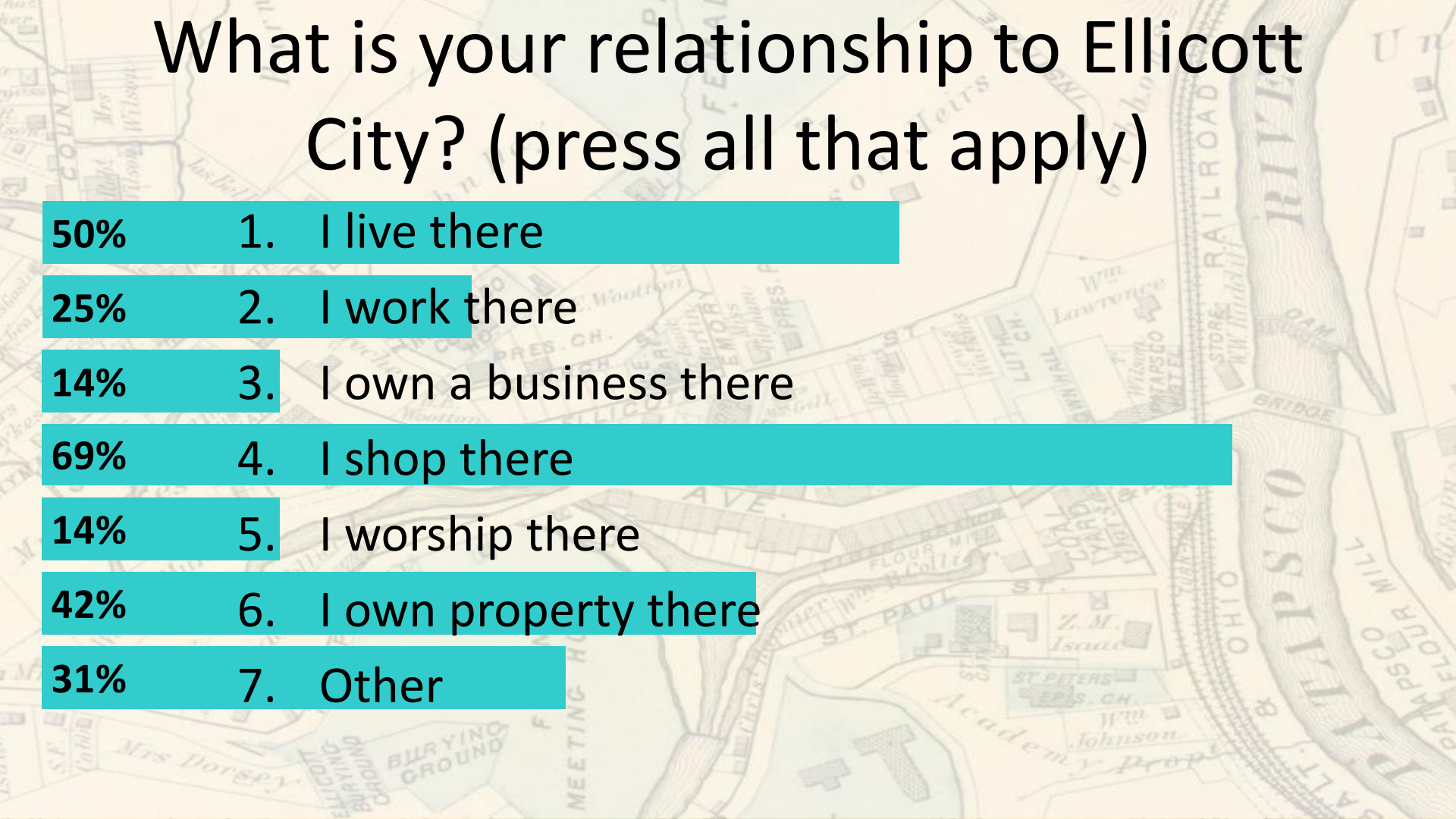
1. What is your name?
2. Where do you live?
3. Why did you attend this evening's meeting?

Using Your Keypad

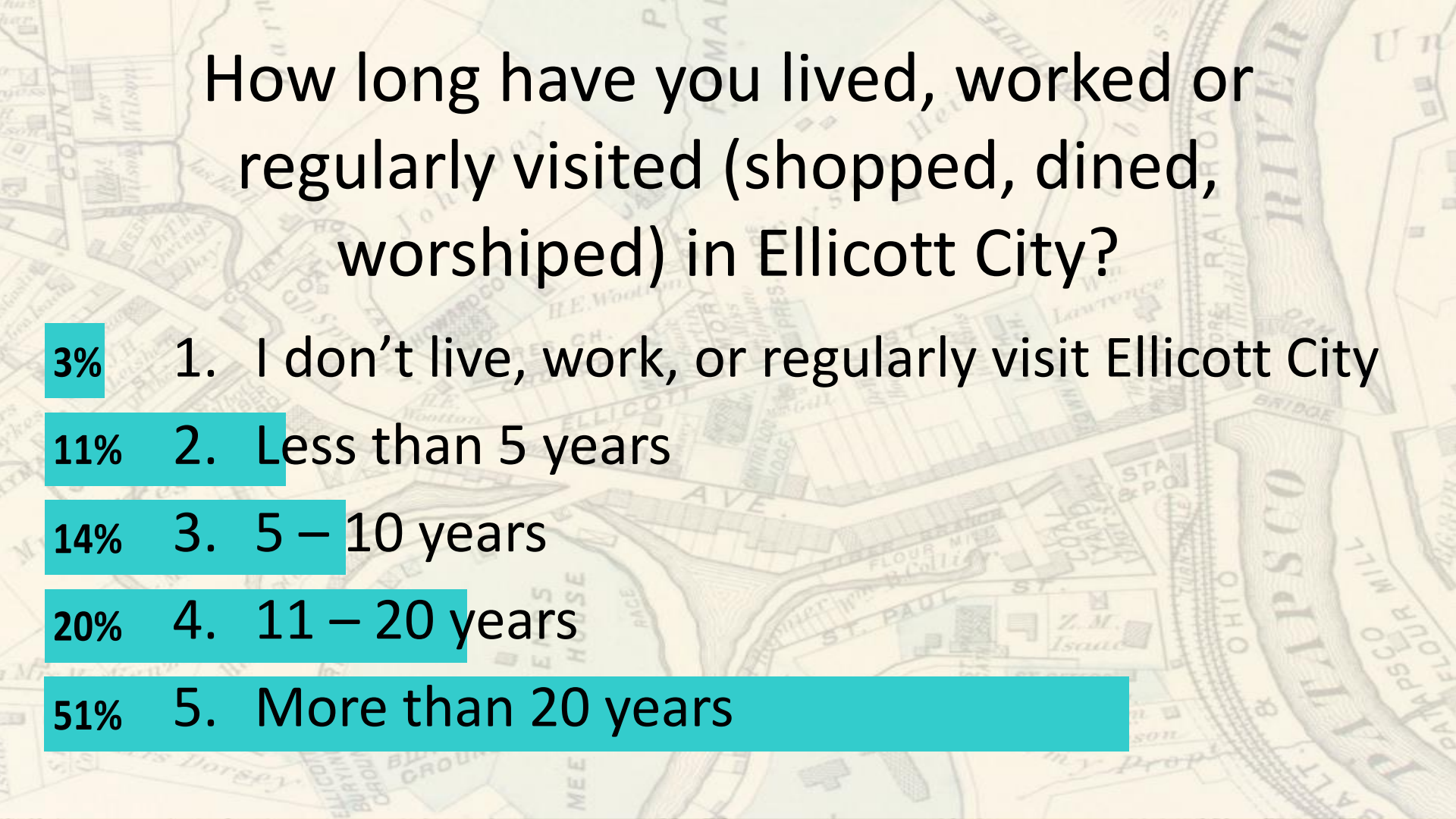


- Press the button of your choice
- When you get the green light, you vote has been received
- If you make a mistake, just vote again
- For multiple-choice votes, enter all choices, one after the other, with a green light after each
- For “10”, press 0

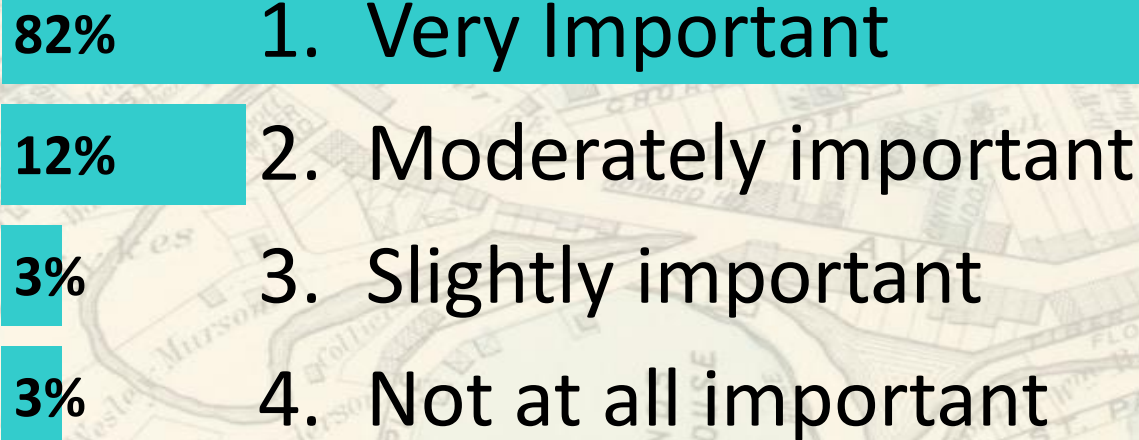
What is your relationship to Ellicott City? (press all that apply)

- 
- | | |
|-----|---------------------------|
| 50% | 1. I live there |
| 25% | 2. I work there |
| 14% | 3. I own a business there |
| 69% | 4. I shop there |
| 14% | 5. I worship there |
| 42% | 6. I own property there |
| 31% | 7. Other |

How long have you lived, worked or regularly visited (shopped, dined, worshiped) in Ellicott City?

- 
- | Percentage | Response |
|------------|---|
| 3% | 1. I don't live, work, or regularly visit Ellicott City |
| 11% | 2. Less than 5 years |
| 14% | 3. 5 – 10 years |
| 20% | 4. 11 – 20 years |
| 51% | 5. More than 20 years |

How important is it to you to rebuild Old Ellicott City?





rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

RICHARD GRIFFIN
ECONOMIC DEVELOPMENT DIRECTOR
CITY OF FREDERICK



The City of Frederick Maryland USA

Carroll Creek Park and Flood Control Project

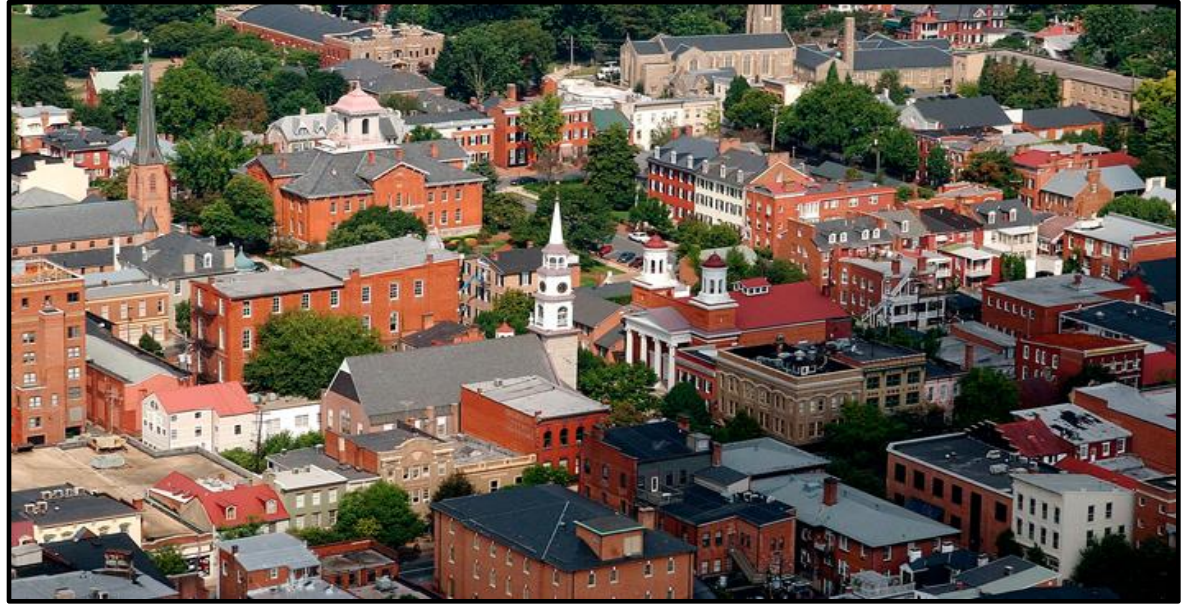
December 1, 2016



Community Background

DOWNTOWN FREDERICK

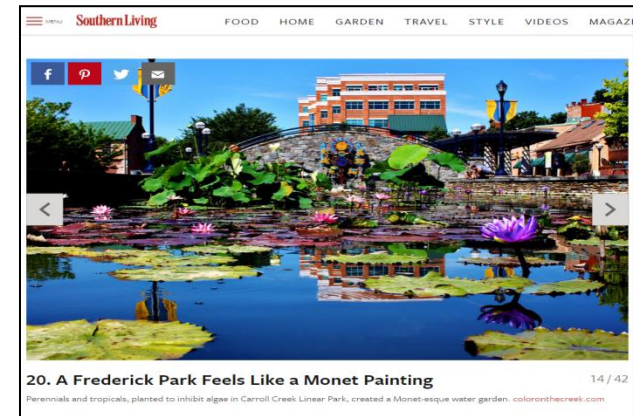
- Hub of culture, commerce, arts, and government
- 850 businesses
- 6,700+ jobs
- 5,000 Residents
- 200 eateries and watering holes
- Protected by HPC
- Carroll Creek Park



Community Background

Recent Awards

- **17 of Worlds Best Craft Beer Cities** (16) / 2016 Matadornetwork
- **99 Best Beer Cities** (35) / 2016 Livability.com
- **Top 50 Places in the South** (20) / 2016 *Southern Living*
- **Top 100 Best Places to Live** (32) / 2015 *Livability.com*
- **Top 10 Best Downtown** (6) / 2014 *Livability.com*
- **Top 8 Small Town Comebacks** / 2013 *CNN*
- **Top 25 Small Cities for Art** / 2010 *American Style Magazine*



Carroll Creek Park and Flood Control Project

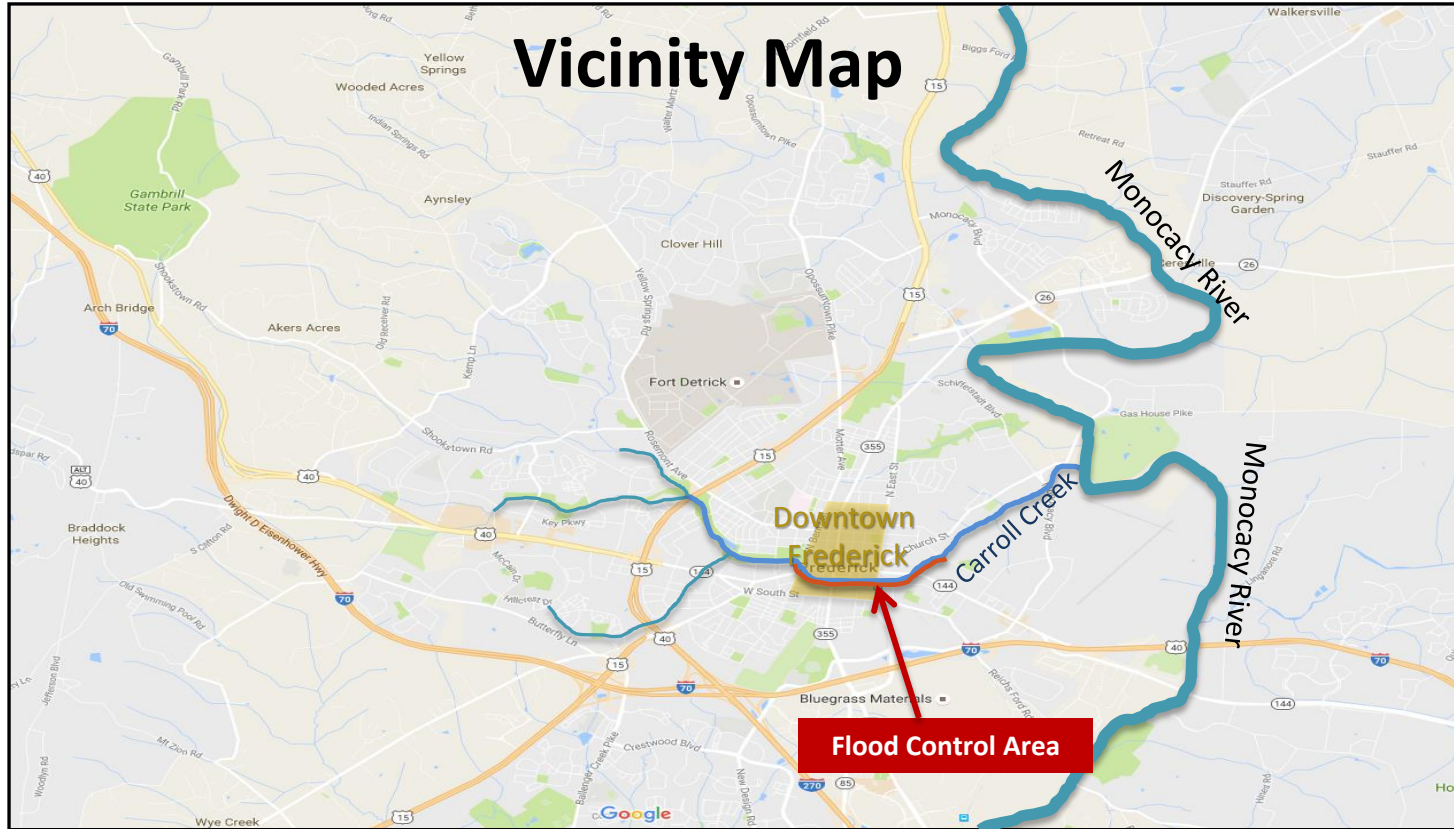


THEN



NOW

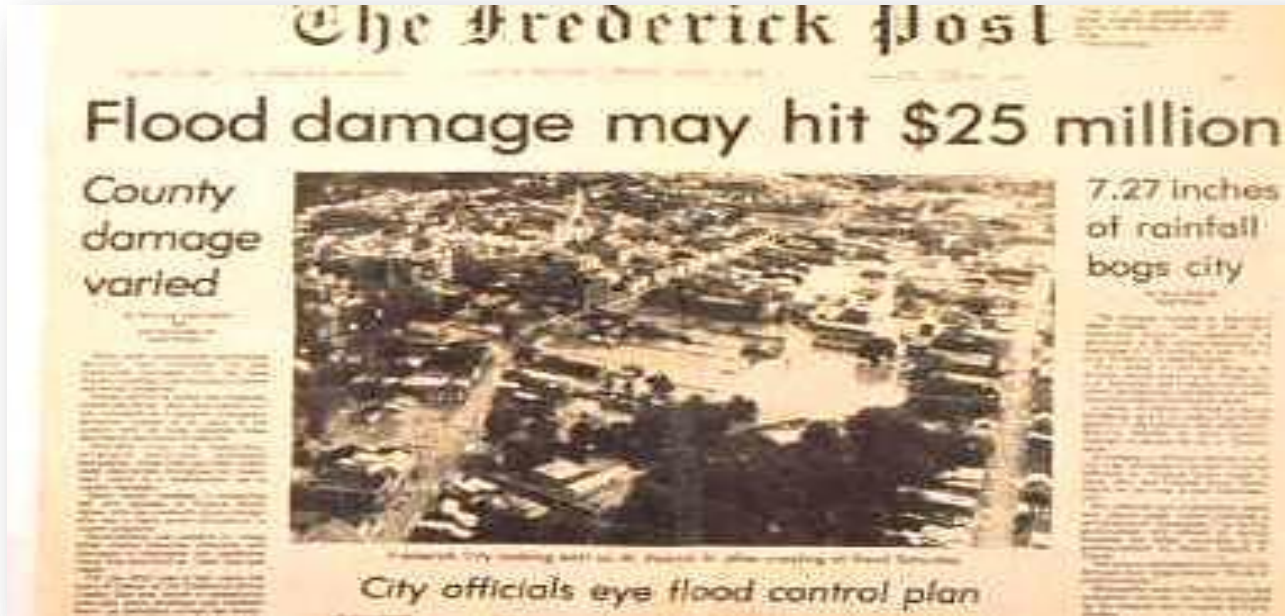
Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project

SATURDAY, OCTOBER 9, 1976

Worst Flood in 100 Years



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



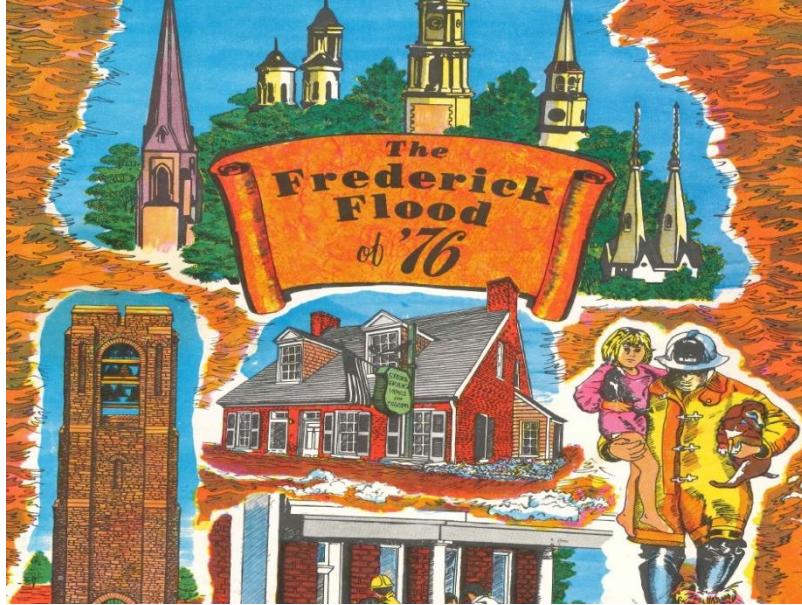
Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project

SOLUTIONS CONSIDERED

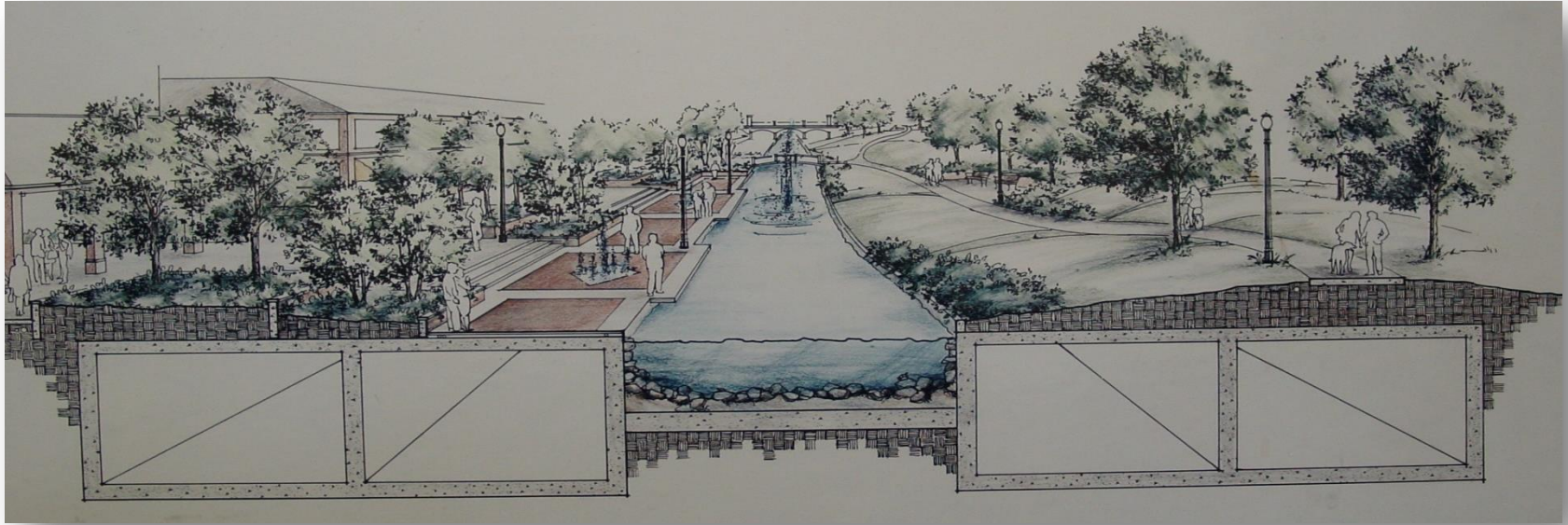
Balance Safety, Aesthetics, Environment, and Economics

Options Considered:

1. **Abandon Downtown Floodplain – Retain and enhance natural floodplain through downtown and remove damaged buildings.**
Rejected because the economic impact was too high, historic buildings would be lost, future storms would still flood large portions of downtown
2. **Move Floodwater Quickly and Efficiently - Dig a large floodwater management ditch through downtown to handle future floods**
Though it would preserve downtown, it was rejected because of aesthetics and safety concerns and did not lend itself to economic prosperity along its length.
3. **Hybrid model – Build berms west and east of downtown to prevent stormwater from entering downtown, use park and ag land east and west of town as large SWM ponds to hold stormwater,, build underground stormwater conduits through downtown, retain a volume controlled stream through town.**
Accepted because it seemed to most balance safety, aesthetics, environment and economics.

[illegible]

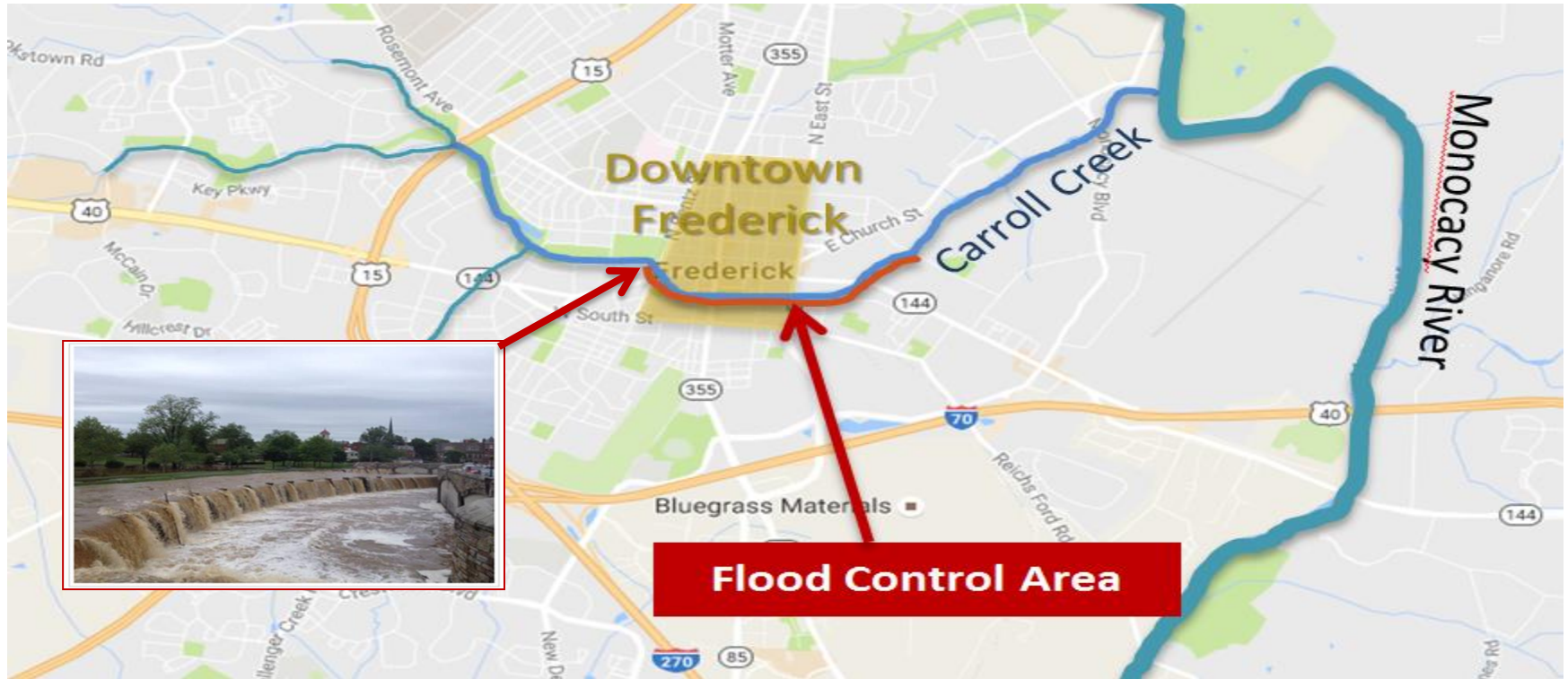
Carroll Creek Flood Control and Park Project



INNOVATIVE HYBRID FLOOD CONTROL SYSTEM

- \$60 Million (\$20M City, County, State)
- 1.3 Miles of 20'x20' Underground Conduits
- Removed Downtown from FEMA 100 Year Floodplain
- Sold on the idea of Downtown Development
- Linear Park

Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Photos courtesy of Richard Griffin

Carroll Creek Flood Control and Park Project



1988

Carroll Creek Flood Control and Park Project



~1990

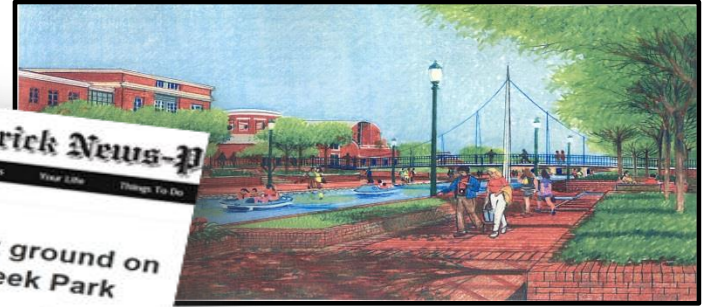
MASTER PLAN



Downtown Frederick & Carroll Creek Park

Carroll Creek Park – A Long Term Vision

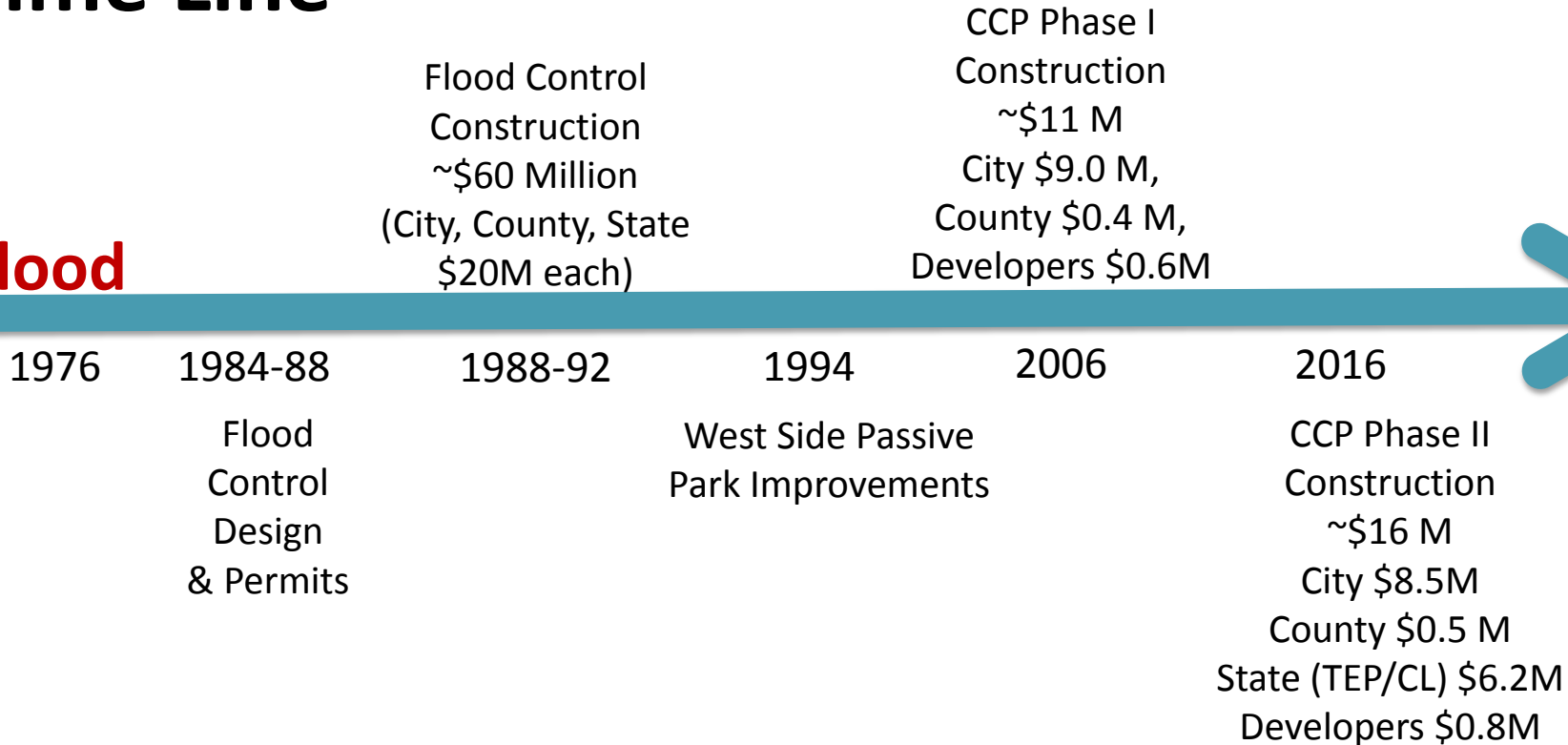
- 40 Years – 1976-2016
- 6 City Administrations
- \$200M+ public investment
- \$200M+ private investment
- Flood control & FEMA 100 floodplain map revision
- Urban park development
- Mixed-use infill development
- Business recruitment & job creation
- Tax revenue generation
- Multi-modal transit
- 18-hour day (vibrant, active place)



Downtown Frederick & Carroll Creek Park

Time Line

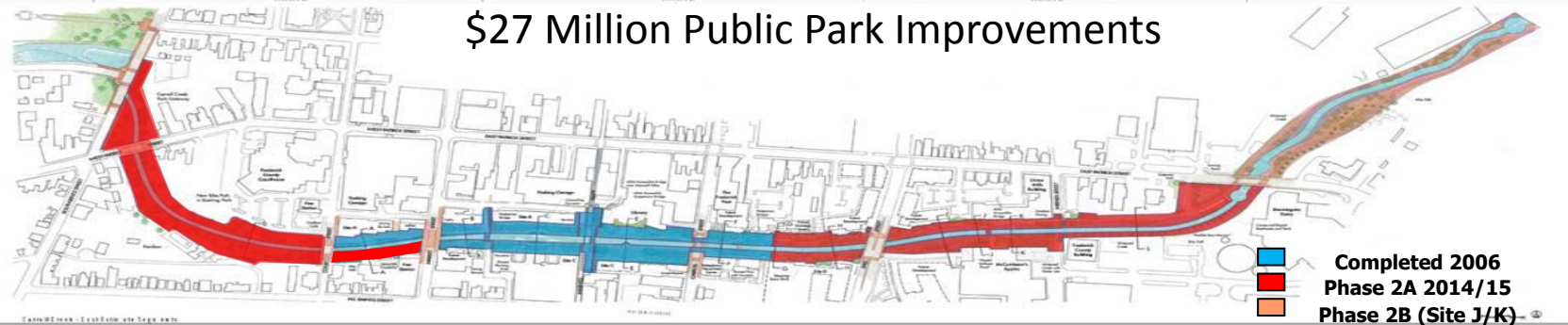
Flood



Carroll Creek Flood Control and Park Project



\$27 Million Public Park Improvements



2007 Maryland APA Project of the Year
2008 IEDC Project of the Year

Carroll Creek Flood Control and Park Project



2003

Carroll Creek Flood Control and Park Project



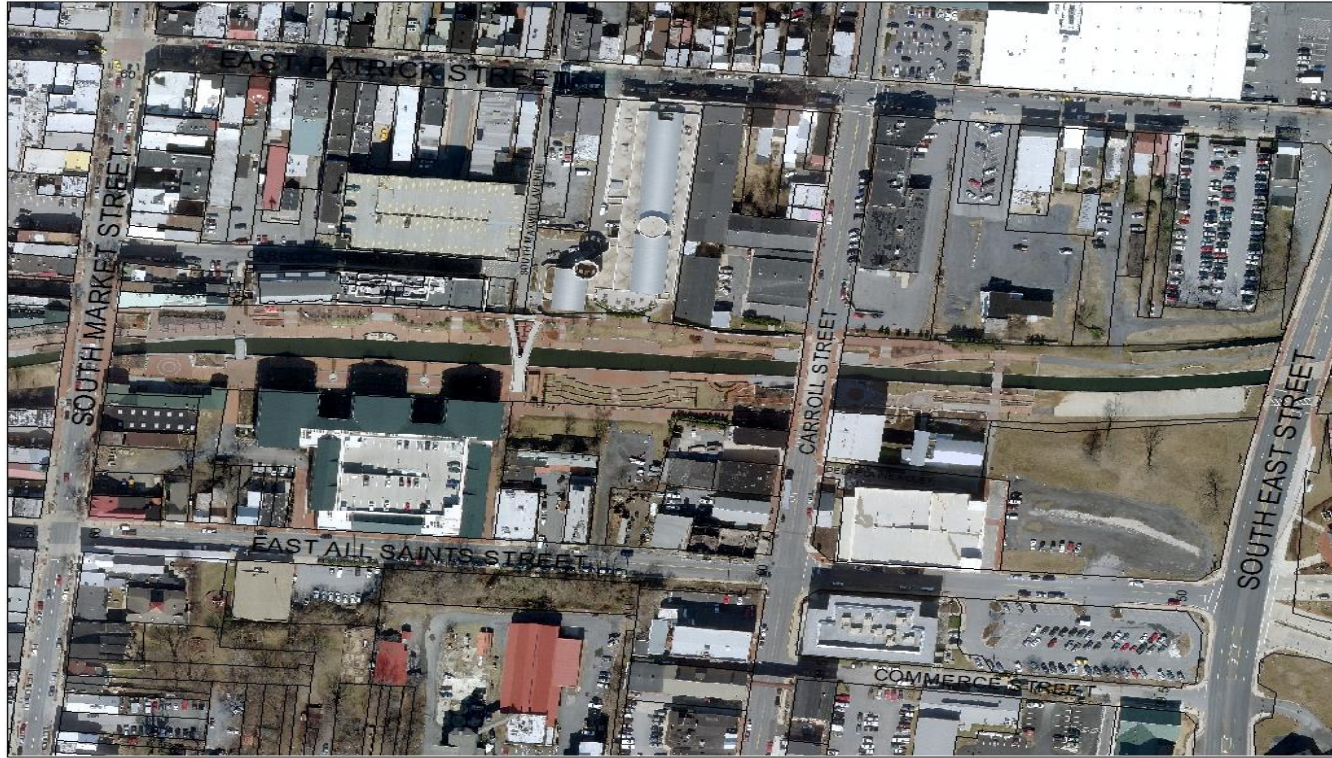
2005

Carroll Creek Flood Control and Park Project



2007

Carroll Creek Flood Control and Park Project



2011

Carroll Creek Flood Control and Park Project



2014

Carroll Creek Flood Control and Park Project



2016

Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Private Development on Carroll Creek

Proposed McCutcheon's Mill



Monocacy Valley Canning



Estimated Carroll Creek Park ROI

- 405,000 sf office space
- 150,000 sf retail space
- 1,500 new jobs
- \$150+ M private investment
- 600+ residential units

Union Mills



Proposed Galleria Project

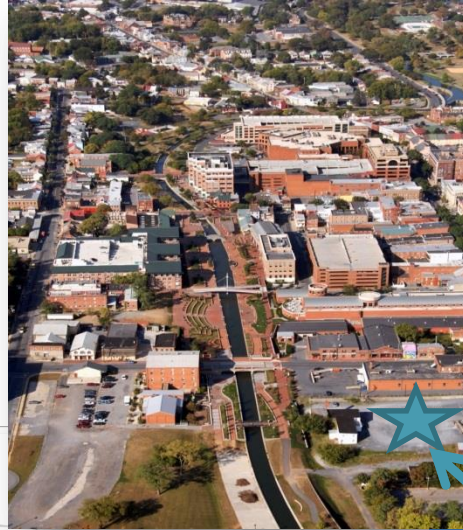


Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project

MAJOR DOWNTOWN ANCHOR ON CC PARK AND CATALYST FOR ECONOMIC IMPACT



Downtown Frederick Hotel & Conference Center

207

P3

LEED

24,000

14,000
Rentable

Hotel Facts

- 207 Full Service Rooms
- 24,000 GSF Conf. Center
 - 14,000 NSF rentable
 - 10,000 SF Support & Pre-function space
- Guest Amenities
 - Pool, Business Center
 - Restaurants/Rooftop bar
 - Creekside Mezzanine
- LEED design
- Public-Private Partnership
- Historic/Adaptive reuse
- Anchor for CCP

Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



C. Burr Artz Public Library

Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



PARK FREDERICK

"friendly – not free"



- ❖ Parking Enterprise Fund – no tax dollars used to support parking system (PTF)
- ❖ Meter and Parking fine revenue subsidizes garage construction
- ❖ Structured Parking is for long-term parking
- ❖ Critical for attracting and keeping employers downtown
- ❖ 5 Garages totaling 2,450 spaces
- ❖ 3,355 public on-street spaces (661 metered)
- ❖ On-Street metered spaces for short term convenience parking (2 hours or less)

Community Background

Strategic Regulatory Initiatives to Attract Private Capital

- **Flexible Downtown Business (DB) District Zoning** –allows high density, zero lot line, mixed-use development and adaptive reuse.
- **Relaxed Downtown Parking Requirements** – No parking requirement in a multi-block area in the center of town and ½ parking requirement for larger downtown area.
- **Downtown Parking System – Garages and Meters**
- **Craft Brewery, Winery, Distillery Zoning Text Amendment** – Allows small batch facilities in DB, GC zoning districts
- **Business Personal Property Tax Phase Out** – adoption of 10-year phase-out and 100% tax credit for new manufacturing investment
- **Flexible Water & Sewer Impact Fee Calculations and Payments** – Pay W&S impact fees over time and calculate water by actual use estimates (rather than per fixture)
- **Façade Grants through Maryland DHCD and Downtown Frederick Partnership**
- **Receivership Ordinance** – “Big Stick” to encourage habitual vacant and blighted property owners to rehabilitate and occupy properties



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project



Carroll Creek Flood Control and Park Project





THRIVE
FREDERICK



Contact Us

Offices: City Hall
101 N. Court Street Frederick, MD 21701

RICHARD GRIFFIN, Director of Economic Development
BOBBY BAUMLER, Manager
MICHELLE KERSHNER, Business Development Specialist
DONNA GOFF, Economic Development Specialist

301.600.6361
rgriffin@cityoffrederick.com



BusinessInFrederick.com



rECovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY



Q & A



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

TABLE TASK ON REBUILDING & ECONOMY

Table Discussion

What 3-5 ideas did we find most compelling from the presentation that seem most applicable to the rebuilding and long-term economic recovery of Ellicott City?



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

OVERVIEW OF BUSINESS COMMUNITY'S INITIATIVES & PROJECT IDEA COMPILATION



rECovery

**REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY**

MR. LAWRENCE F. TWELE

CEO

ECONOMIC DEVELOPMENT AUTHORITY

HOWARD COUNTY

Howard County EDA Ellicott City Update

December 1, 2016

Actions Prior to July 30th...

HCEDA

- contributed \$100,000 to support Ellicott City Partnership marketing and qualify as a designated Main St.
- hosted workshops on business planning and growth
- financially supported SBDC assistance for Main Street merchants
- Served on ECP board and committee work

Actions Since July 30th...

- **As the Lead Agency in ESF 11, HCEDA...**
 - **Invested over 4,500 man hours since August 1, 2016**
 - **Coordinated over 500 early stage visits to sites by property and business owners and their contractors**
 - **Organized and sponsored 6 educational forums on financing, insurance, contractor management with 119 attendees**
 - **Initiated on-going case management of business support with 228 records of assistance**
 - **Served as liaisons for businesses with DPW, DILP, OEM, PIO, and other County and State agencies**

Future Actions...

As the Lead Agency in RSF 2, HCEDA will...

- **implement *Millworks*, business resource center and co-working space located on Main Street**
- **Organize with in partnership with the Urban Land Institute, a Technical Advisory Panel to address a branding vision, tenant make-up/selection and specific place-making, marketing and promotion tactics**
- **Interface with DHCD on financing strategies**
- **Support DPZ's development of a longer term plan**
- **Continue to coordinate with Tourism and ECP on Main St. promotion**

Ellicott City Partnership was formed on July 1, 2013

It is the combination of two groups:



1980 - 2013



**Ellicott City
Business
Association**

1900-2013



**ELLICOTT CITY
PARTNERSHIP**

One of the major reasons for the merger was to become a Main Street Maryland



- State Funding and Technical Assistance
- Historic Preservation Best Practices
- Small Business Assistance



ELLICOTT CITY
PARTNERSHIP

**Mission – To preserve
the heritage and vitality
of Historic Ellicott City
while enhancing and
creating economic
growth.**

What Does That Mean?
**ECP = Chamber of Commerce
+ Historic Preservation**

Ellicott City Partnership 2016-2017

All Volunteer Board of Directors

Besson, Karen (President)

Coale, Tom (Vice President)

Ellsberry, Richard

Fleming, Matthew

Gaetano, Heather

Gibson, Barry

Gruss, Chuck

Hall, Andy

Slack Katz, Debbie (Vice President)

Kudchadkar, Raj

McMillan, Jason

Myers, David

Milani, Lexi

Miles, Chris

Papania, John

Paulus, Dianne (Treasurer)

Reuwer, Donald

Taylor, Bruce

Thompson, Vernon

Withers, Bill (Secretary)



ELLICOTT CITY
PARTNERSHIP

The logo for Old Ellicott City features the words "OLD", "ELLICOTT", and "CITY" stacked vertically in a bold, dark blue, distressed sans-serif font. A bright red, seven-pointed star is positioned to the right of the word "OLD". The entire logo is enclosed within a thick black rectangular border.

OLD ★
ELLICOTT
CITY

Branding
Campaign

Rolled out in
November
2015



Art.

VisitEllicottCity.com

OLD ELLICOTT CITY

Individually Crafted
Since 1772



ELLICOTT CITY
PARTNERSHIP



ELLICOTT CITY
PARTNERSHIP

Ellicott City Events

2016

October 29 and 30
November 19, 2016
November 26, 2016
December 2, 2016
December 15, 2016

Haunted House
Girl's Night Out
Small Business Saturday
Midnight Madness
Shop Local, Shop Late

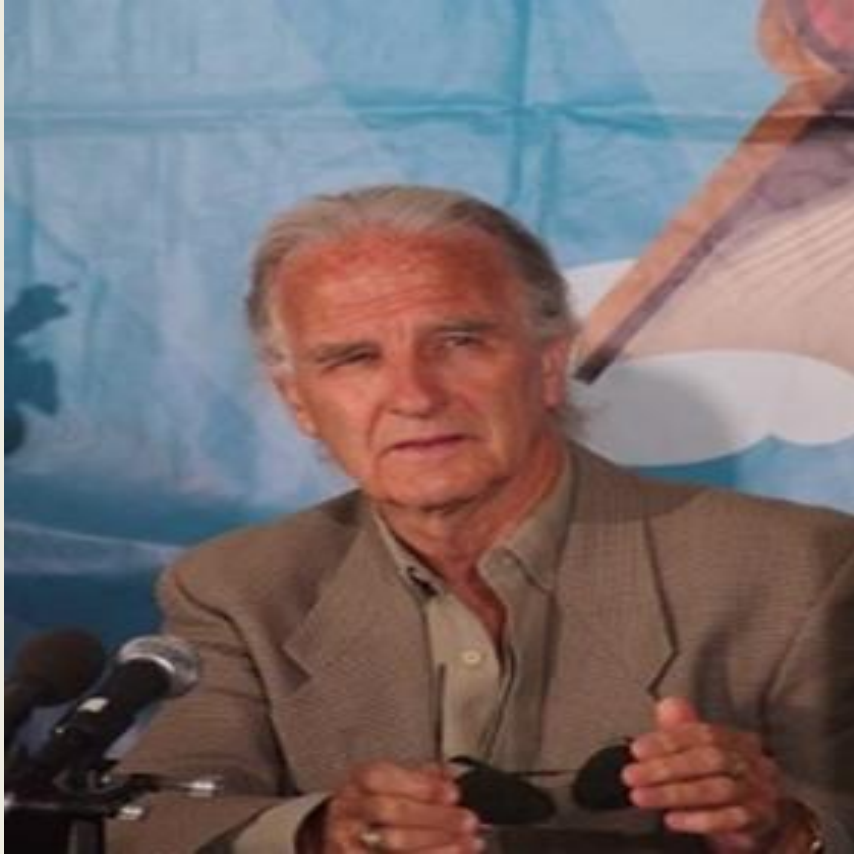
2017

April 22, 2017
May 14, 2017
May 18, 2017
July 8, 2017
September 23, 2017
October 28 & 29, 2017
October 31, 2017
November 11, 2017
November 16, 2017
November 25, 2017
December 1, 2017
December 16, 2017

Spring Fest
Hills of Milltown 5K Race
Girl's Night Out
QuickDraw Art Event
Main Street Music Fest
Haunting on the Hill
Trick or Treating on Main St.
Veteran's Day Parade
Girl's Night Out
Small Business Saturday
Midnight Madness
Shop Local, Shop Late



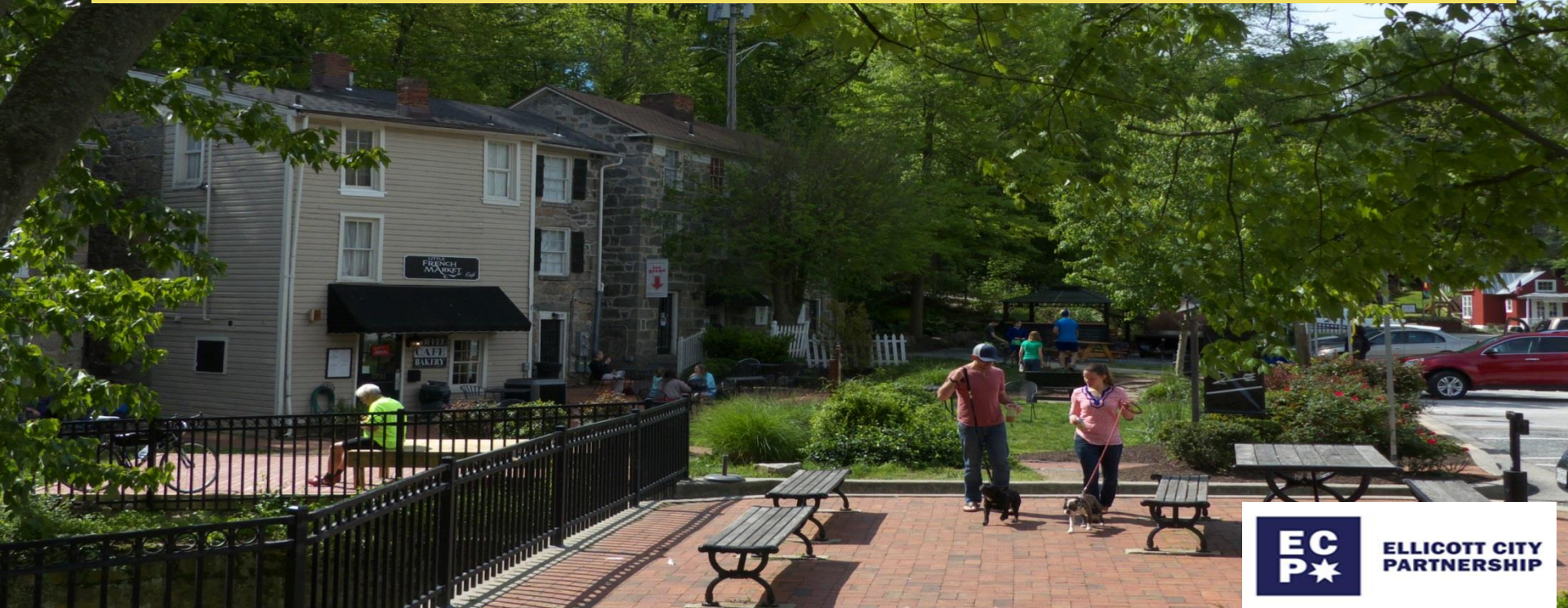
ELICOTT CITY
PARTNERSHIP



Creating a plan with Garrett Glover SBDC to:

- Improve Retail Mix
- Attract nearby customers as well as tourists
- Improve aesthetics along Main Street
- Conduct workshops for property owners and businesses

- Developing a Vision for Historic Ellicott City
- Developing an Economic Revitalization Plan for Businesses.



ELLICOTT CITY
PARTNERSHIP

Flood forced us to
temporarily change our
mission to flood relief
ECP and partners have
raised \$1.5 million



ECStrong/HelpEllicottCity.com Raised Over \$1.5 Million For Flood Relief

- Distributed \$13,000 in gift cards
- Distributed \$80,000 in Emergency Relief Mini-Grants
- Contributed \$80,000 for Professional, Safe Remediation
- Processing 299 Relief and Rebuilding Grant Applications
- Processing \$50,000 in Heritage Automotive Grants

ECP will stop accepting flood relief funds Dec. 31, 2016



**ELLICOTT CITY
PARTNERSHIP**

Artistic Boarding Mural Project

Before



ECP is seeking sponsors to cover the cost of this project. Sponsorships will range from \$1,000 to \$1,800 per project.



Restaurants & Retail



ELLICOTT CITY
PARTNERSHIP



Walkability/Bikeability



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

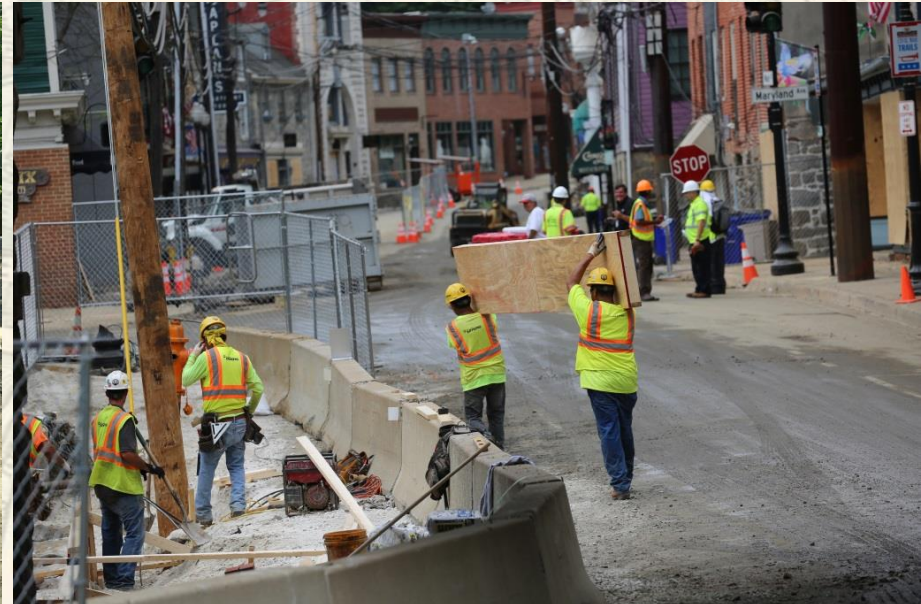
PHIL NICHOLS

Special Assistant to the County Executive

rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

In Progress or Completed Projects



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY



rECovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY



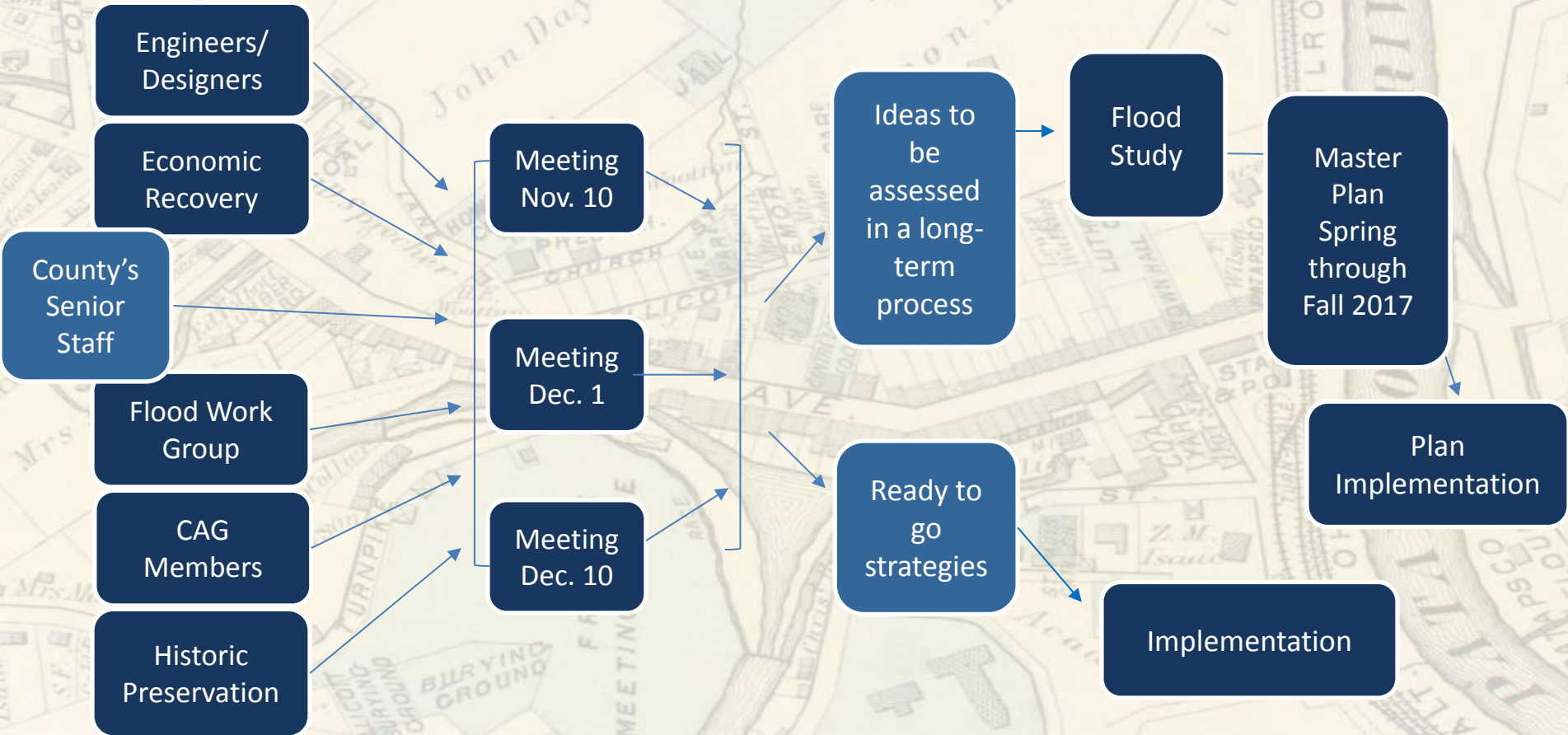


rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY



Process for Generating and Implementing rECovery Ideas



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

Howard County, Maryland ... x +



https://www.howardcountymd.gov/Departments/Ellicott-City-Flood-Recovery/Community-Input



Search



Give Us Your Ellicott City Project Ideas

Not able to attend a meeting?

- See the list of [themes for ideas](#) generated so far (will be updated periodically)
- See all the ideas generated by community members (will be updated periodically)
 - [Economy](#)
 - [Environment](#)
 - [Preservation](#)
 - [Rebuilding](#)
 - [Other](#)
- Give us your ideas. **This is your opportunity to give us ideas for Ellicott City recovery projects.** *Please understand that while we value all ideas, projects will be evaluated, prioritized and funded based on their overall contribution to building a model resilient community.*

Have more ideas? Contribute online anytime at:
www.ECstrong.org



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

Project Idea Themes

Rebuilding/Infrastructure

- Parking areas
- Sidewalks
- Utilities
- Retention
- Public amenities
- Channel improvements
- Transit
- Streets
- Flood gate

Environment

- Native planting
- Improving open space
- Stormwater management
- Environmental education

Economy

- Business preparedness
- Public access to historic sites
- Small business assistance
- Marketing and branding of Main Street
- Arts and entertainment district

Preservation

- Historically appropriate restoration and rehabilitation
- Historical education
- Historic building maintenance

Other

- Healing
- Public safety
- Regulatory measures
- Expand County staff dedicated to flood mitigation and preparedness
- Flood insurance



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

TABLE DISCUSSION REBUILDING AND THE ECONOMY

Rebuilding and the Economy

- “What are the most effective ways you see for improving the long-term BUSINESS environment in Old Ellicott City?”

Individual Task

- Fill out Project Idea FOR ECONOMY template;
hand to table facilitator



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY



THEME TEAM

Rebuilding and the Economy Themes

- A long term commitment to a vision
- The use of innovative structures to mitigate floods and store stormwater
- Invest in amenities to create a public attraction e.g. carousel, park and/or train
- Importance of public private partnerships to implement the vision
- Need parking that is safe and accessible but not free

Who do you think has a responsibility for reducing flooding risk? PRESS ALL THAT APPLY

76% 1. Federal Government

86% 2. State of Maryland

86% 3. Howard County Government

59% 4. The people in the area affected (myself, my neighbors)

28% 5. Other

What are things I'm ready to commit to doing to help the business environment and the rebuilding process? (press all that apply)

61% 1. Volunteer my time to help a business reopen

71% 2. Do my holiday shopping in Ellicott City

68% 3. Dine in Ellicott City once a week

93% 4. Stay involved in the master plan process

50% 5. Donate to organizations working to rebuild Ellicott City

25% 6. Prepare a household flood plan/flood proof ground floor

14% 7. Other



rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

JOE HERR
LONG-TERM RECOVERY MANAGER

rEcovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

Next Steps

Oct
18

Nov
10

Nov
26

Dec
1

Dec
10



Most
Impacted



Rebuilding &
Environment



Small
Business
Saturday



Rebuilding &
Economic
Development



Rebuilding &
Historic
Preservation

Master
Plan
Process

Spring –
Fall 2017



rECovery

REBUILDING ELLICOTT CITY:
A RESILIENT COMMUNITY

Visit us at ECstrong.org

THANK YOU!